

A I A FILE NO. 31 F

270

MODERN LIGHTING

ARCHITECTURAL
LIGHTING
COMPANY

ARCHITECTURAL LIGHTING

COMPANY ■ NOT INC. ■ DESIGNERS & MANUFACTURERS

2765 SAINT MARY COURT, CHICAGO

ARMITAGE 6600

E. B. Beers Electric Co.
143 W. Main
Bloomsburg, Pa.

Gentlemen:

We are pleased to send you herewith your copy of our MODERN LIGHTING folder. It is hoped it will be to our mutual advantage to have it available for ready reference.

The descriptive sheets are fastened in position. We will be glad to send you additional loose copies if you so request.

Trade discounts are-

Utilities and jobbers, 50% and 10%

Electrical dealers, 40 and 10%. Resale 35%

Terms- 5% cash discount, 10 days.

All fixtures are packed for shipment without extra charge. Shipments are F.O.B. Chicago, Illinois.

New sheets will be mailed you at intervals and we would like you to add such in this folder.

Designs 3300, 3324, 4400 and 1522 are of louvered types, the bowls having softly illuminated exterior surfaces.

We will appreciate any inquiries whatsoever about your lighting problems. There is no charge for our engineering and design service.

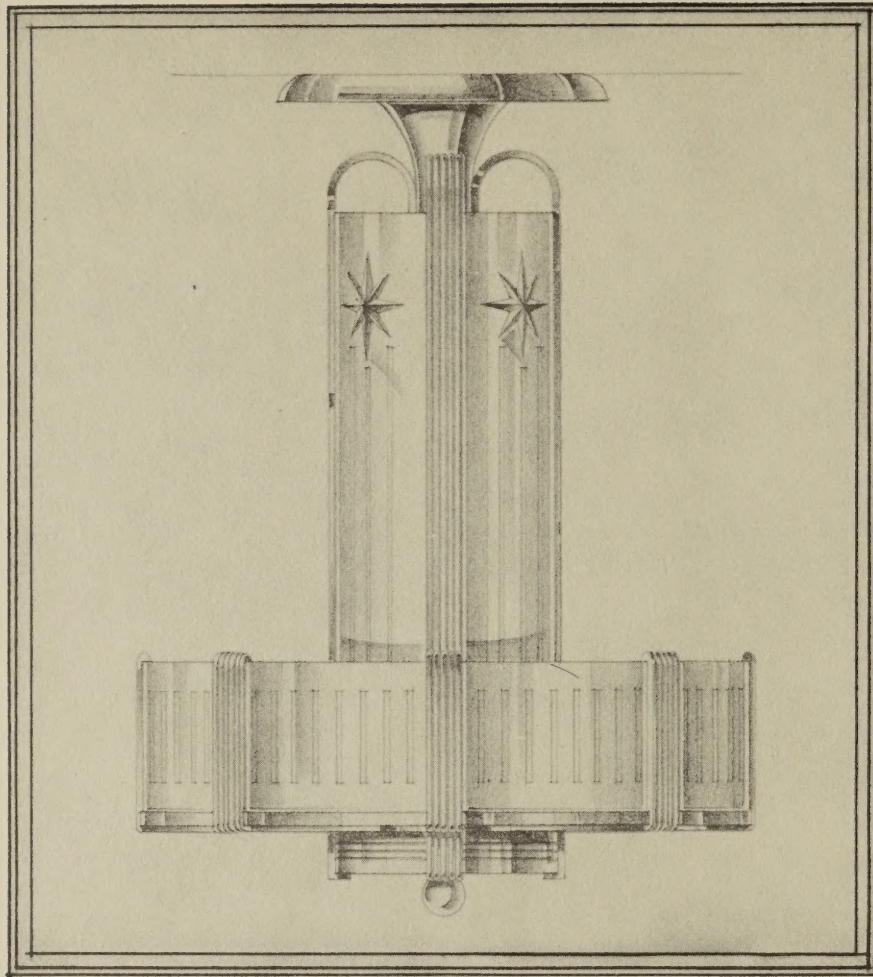
Very truly yours,

ARCHITECTURAL LIGHTING COMPANY.

J. R. Henry
51 N. Seventh St., Philadelphia, Pa.

TMS:R

Phone: Lombard 7985
Main 4349



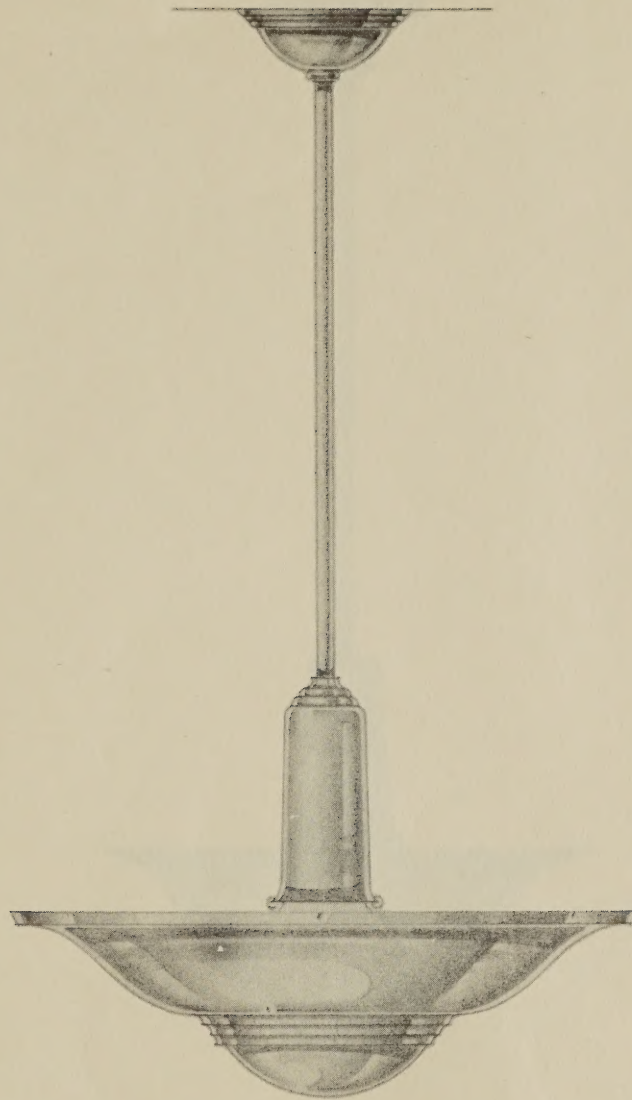
SPECIAL LUMINAIRES

ARCHITECTURAL LIGHTING COMPANY IS COMPLETELY EQUIPPED TO DESIGN, ENGINEER AND MANUFACTURE SPECIAL LIGHTING FIXTURES AND EQUIPMENT IN PERIOD AND MODERN DESIGN. WE PLACE OUR FACILITIES AT YOUR SERVICE AND WILL SUBMIT DESIGNS AND ESTIMATES UPON REQUEST

RECENT INSTALLATIONS

SHRINE OF THE LITTLE FLOWER, ROYAL OAK, MICH.
ILLINOIS CENTRAL LOUNGE AND OBSERVATION CARS
MARSHALL FIELD & CO. MILLINERY SECTION, CHICAGO.
THE CARDINAL RESORT, NOKOMIS, FLORIDA.
LIQUID CARBONIC COMPANY, CHICAGO, ILLINOIS.
HOTEL TULSA, TULSA, OKLAHOMA.
MIDLOTHIAN COUNTRY CLUB, MIDLOTHIA, ILL.
MILWAUKEE ATHLETIC CLUB, MILWAUKEE, WISCONSIN.
ROYAL ORDER OF MOOSE CLUB, ERIE, PENNA.
LA CEIL LINGERIE SHOPPE, CHICAGO, ILLINOIS.
MIDLAND LAMP DIVISION, G. E., CHICAGO, ILLINOIS
GRAYLING RESTAURANT, CHICAGO, ILLINOIS

ARCHITECTURAL LIGHTING COMPANY.
2765 ST. MARY STREET, CHICAGO. PHONE: ARMITAGE 6600



THE SILVER KING
FOR USE WITH BOWL SILVERED LAMP
LIST PRICES

Nº 505	200	WATTS	•	DIAM. 14"	•	DEPTH 4 1/4"	•	SUSP. 24"	•	10.25
Nº 510	300-500	WATTS	•	" 18"	•	" 5 1/2"	•	" 36"	•	11.75
Nº 515	750-1000	WATTS	•	" 23"	•	" 7"	•	" 42"	•	16.00

LEVOLIER CANOPY SWITCH - EXTRA 2.10

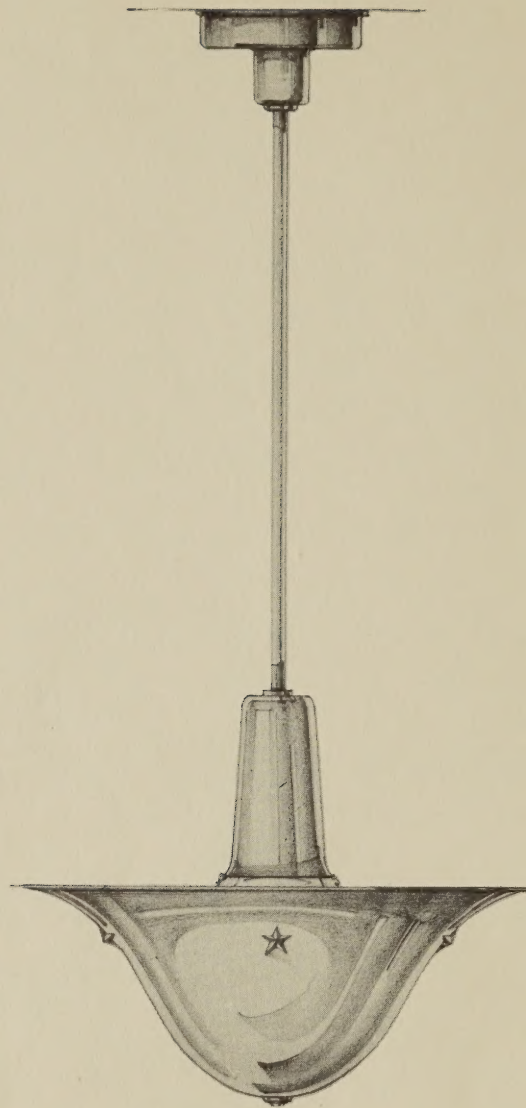
EXTRA LENGTH STEM - PER FOOT " 1.10

BOWL AND HANGER FINISHED IN "SILVER SATIN"

EQUIPPED WITH SWIVEL HANGER, SLIP CANOPY & HINGED BOWL
FURNISHED WITH WIRE & SOCKET - UNWIRED

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ALZAK INDIRECT LIGHTING FIXTURE

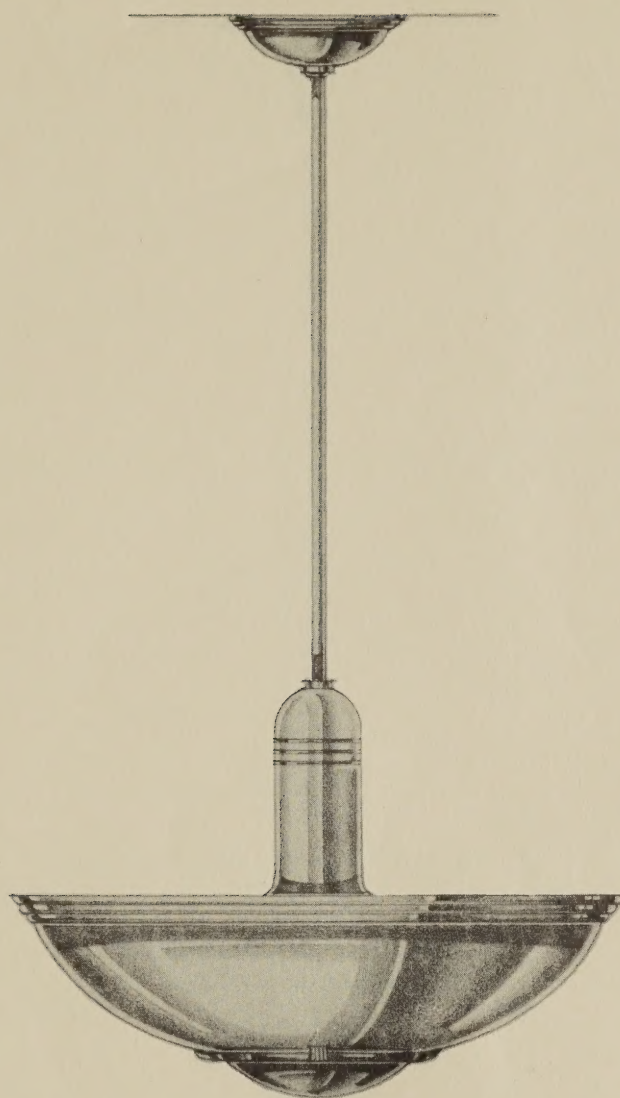
NUMBER								LIST PRICE EA.
Nº 1112	200	WATTS	BOWL DIAM. 12"	DEPTH 5"	OVERALL SUSP. 24"			10.50
Nº 1116	300-500	"	"	" 16"	" 6"	"	" 36"	14.85
Nº 1120	750-1000	"	"	" 20"	" 8"	"	" 42"	27.15

3 WIRE SOCKET FOR DOUBLE FILAMENT LAMP.....	EXTRA	1.05
LEVOLIER CANOPY SWITCH - EITHER 2 OR 3 WIRE SOCKET..	"	2.10
EXTRA LENGTH STEM - PER FOOT.....	"	1.10
ONE TONE SPRAY FINISH.....	"	2.80

FURNISHED WITH WIRE & SOCKET - NOT WIRED

EQUIPPED WITH SWIVEL HANGER, SLIP CANOPY & HINGED BOWL
 HANGER FINISHED SATIN CHROMIUM LAMP SLEEVE ALZAK
 BOWL FINISHED ALZAK - ELECTROLYTIC, EFFICIENT, PERMANENT
 USE INSIDE FROSTED LAMPS - BRONZE OR DYED FINISH PRICES ON REQUEST

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THE DICTATOR

No 1218

300-500 WATT INDIRECT LIGHTING FIXTURE

DIAM. OF BOWL 17 1/2"

DEPTH OF BOWL 5 3/4"

OVERALL SUSPENSION 36"

BOWL AND SOCKET HUSK FINISHED IN "ALZAK" ALUMINUM

HANGER FINISHED IN SATIN CHROMIUM

EQUIPPED WITH SWIVEL HANGER, SLIP CANOPY AND HINGED BOWL

FURNISHED WITH WIRE AND SOCKET-UNWIRED

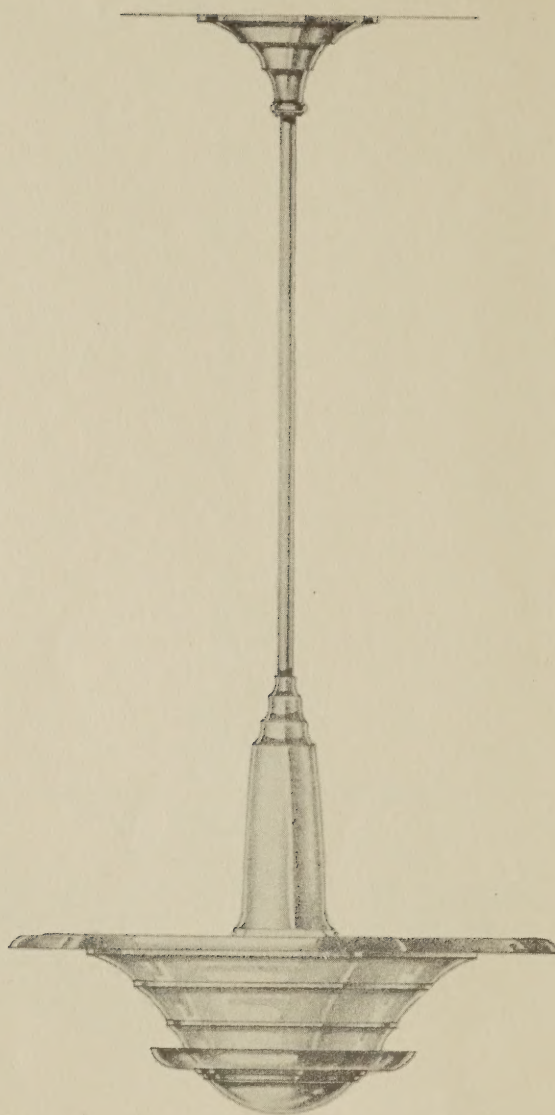
LIST PRICE 17.95

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No 3300

THE COMMANDER

LOUVRED INDIRECT LIGHTING FIXTURE

BOWL AND SOCKET HUSK FINISHED IN "ALZAK" ALUMINUM

BOTTOM RIM OF BOWL POLISHED, REMAINDER SATIN ALUMINUM

HANGER FINISHED IN SATIN CHROMIUM

EQUIPPED WITH SWIVEL HANGER, SLIP CANOPY AND HINGED BOWL

FURNISHED WITH WIRE & SOCKET-UNWIRED

No 3300

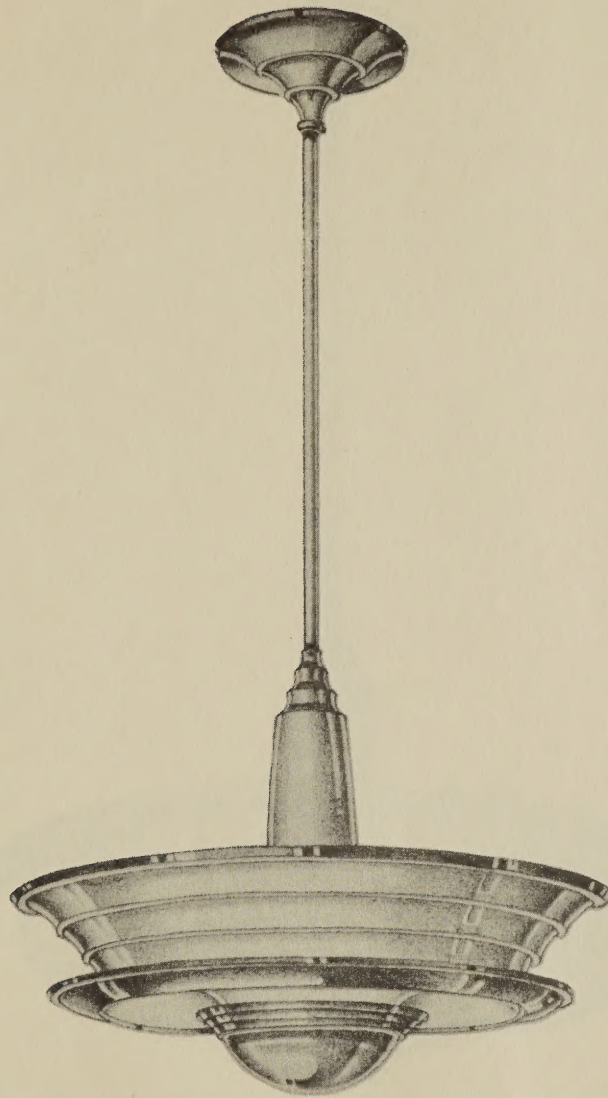
300-500 WATT UNIT DIAM. 18" DEPTH 5 $\frac{3}{4}$ " OVERALL SUSP. 36"
LIST PRICE 20.85

No 3324

750-1000 WATT UNIT DIAM. 24" DEPTH 7 $\frac{3}{4}$ " OVERALL SUSP. 42"
LIST PRICE 35.00

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No 4400

THE ZEPHYR

300-500 WATT INDIRECT LIGHTING FIXTURE

DIAMETER OF BOWL 18" DEPTH OF BOWL 6½"

OVERALL SUSPENSION 36"

BOWL AND SOCKET HUSK FINISHED IN "ALZAK" ALUMINUM

BOTTOM CAP & RIM OF BOWL, PAN AND CANOPY POLISHED-REMAINDER SATIN

HANGER FINISHED IN SATIN CHROMIUM

EQUIPPED WITH SWIVEL HANGER, SLIP CANOPY & HINGED BOWL

FURNISHED WITH WIRE & SOCKET-UNWIRED

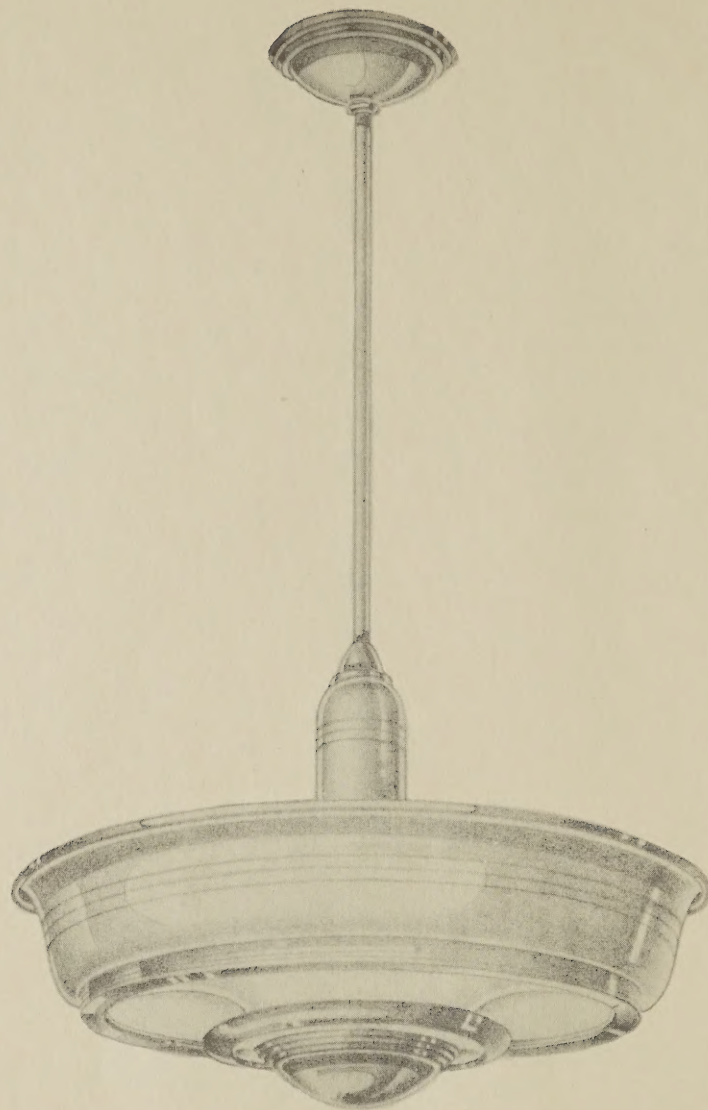
LIST PRICE 27.00

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No 1522

THE DIPLOMAT

750-1000-1500 WATT INDIRECT LIGHTING FIXTURE

DIAMETER OF BOWL 22" DEPTH OF BOWL 7 $\frac{3}{4}$ "

OVERALL SUSPENSION 42"

BOWL AND SOCKET HUSK FINISHED IN "ALZAK" ALUMINUM

BOTTOM OF BOWL SOFTLY ILLUMINATED BY BOTTOM CAP

HANGER FINISHED IN SATIN CHROMIUM

EQUIPPED WITH SWIVEL HANGER, SLIP CANOPY & HINGED BOWL

FURNISHED WITH WIRE & SOCKET-UNWIRED

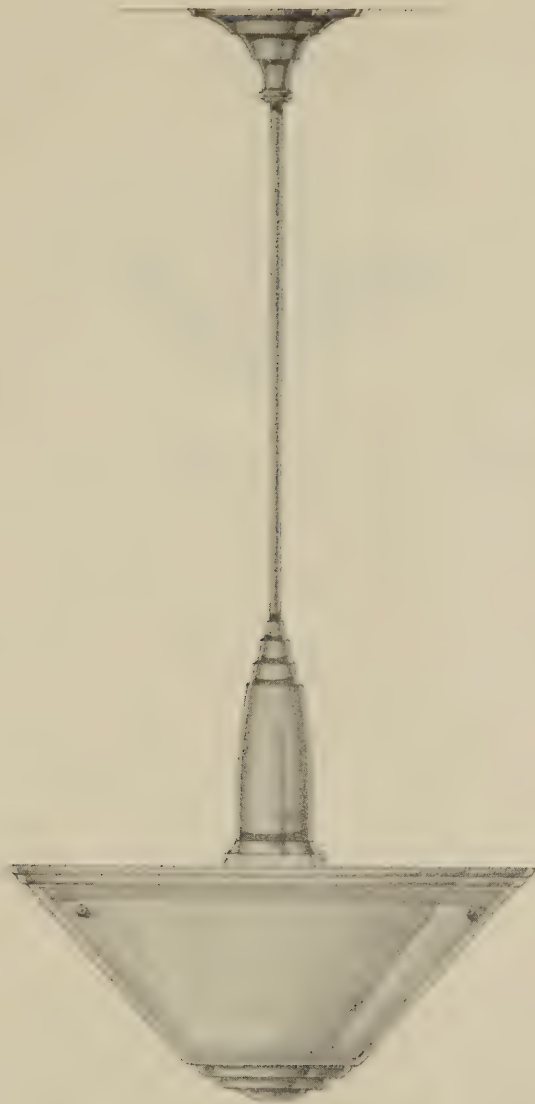
LIST PRICE 35.00

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THE CRUSADER

SEMI-INDIRECT LIGHTING FIXTURE

HANGER FINISHED IN SATIN CHROMIUM

GLASS OBTAINABLE IN WHITE, IVORY AND MURANO (PEACH)

EQUIPPED WITH SLIP CANOPY, SWIVEL FITTING & HINGED BOWL

LIST PRICES

Nº 2088 • 300-500 WATTS • BOWL DIAM. $18\frac{3}{8}$ " • DEPTH $8\frac{3}{8}$ " • O.A. SUSP. $38\frac{3}{8}$ "

WHITE • 19.35 IVORY • 20.40 MURANO • 23.65

Nº 2088 A • 200-300 WATTS • BOWL DIAM. $16\frac{3}{8}$ " • DEPTH 7" • O.A. SUSP. 37"

WHITE • 15.15 IVORY • 15.80 MURANO • 18.10

ADDITION FOR DOUBLE FILAMENT LAMP SOCKETS 1.05

ADDITION FOR LEVOLIER SWITCH FOR EITHER TYPE SOCKET 2.10

ADDITION FOR LENGTHENING HANGER - PER FOOT 1.10

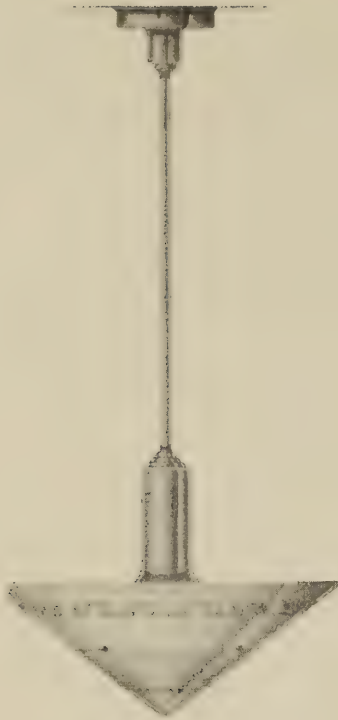
FURNISHED WITH WIRE & SOCKET-UNWIRED

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ARCHITECTURAL LIGHTING COMPANY

2765 ST. MARY COURT, CHICAGO:

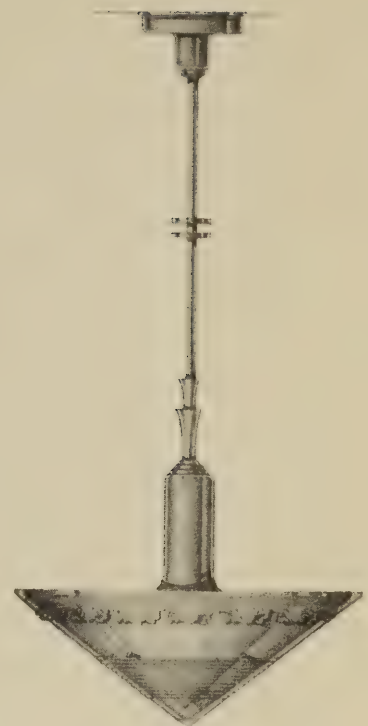
PHONE: ARMITAGE 6600



No. 2500



No. 8500



No. 2500 AB

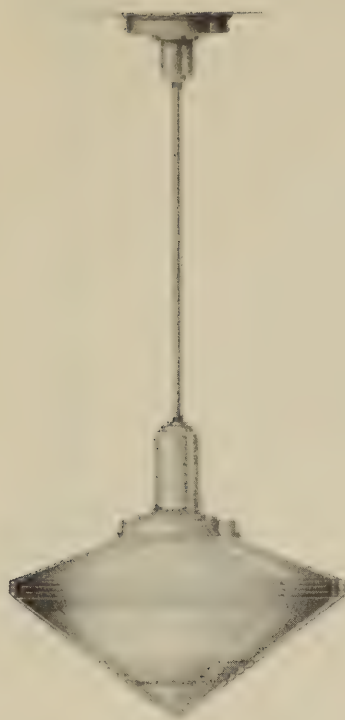
THE SENATOR
300-500 WATT SEMI-INDIRECT LIGHTING FIXTURE
HANGER FINISHED IN SATIN CHROMIUM
EQUIPPED WITH SLIP CANOPY, SWIVEL FITTING & HINGED BOWL
OVERALL SUSPENSION OF PENDANT UNIT 30"

LIST PRICES FOR COMPLETE FIXTURES

No. 2500	PLAIN ROD HANGER	18" WHITE OPAL GLASS BOWL	18.20
No. 2500	"	" 18" CERIA GLASS BOWL	19.25
No. 2500	"	" 16" WHITE OPAL GLASS BOWL	14.95
No. 2500	"	" 16" CERIA GLASS BOWL	15.70
No. 2500 A	ROD HANGER WITH DISCS ONLY ADDED - ADDITIONAL		1.85
No. 2500 B	ROD HANGER WITH CONES ONLY ADDED	" "	1.85
No. 2500 AB	ROD HANGER WITH DISCS & CONES	" "	3.70
ADDITION FOR EXTRA LENGTH HANGER - PER FOOT			1.10
No. 8500	CEILING TYPE (DEPTH O.A. 16")	18" WHITE OPAL GLASS BOWL	16.80
No. 8500	"	" 18" CERIA GLASS BOWL	17.85
No. 8500	"	" 16" WHITE OPAL GLASS BOWL (MED. SOC.)	13.40
No. 8500	"	" 16" CERIA GLASS BOWL (MED. SOC.)	14.15
ADDITION FOR DOUBLE FILAMENT SOCKET			1.05
ADDITION FOR LEVOLIER SWITCH EITHER TYPE SOCKET			2.10

MANUFACTURED BY

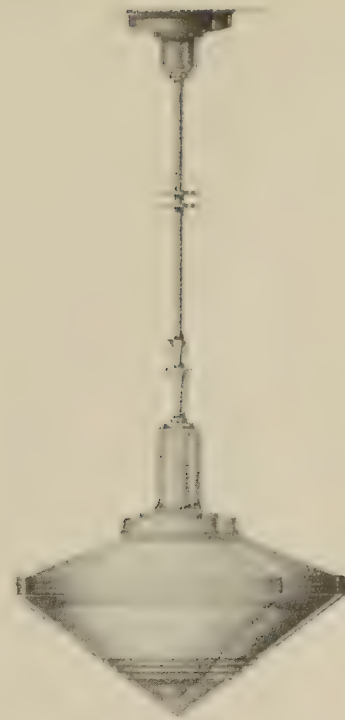
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No. 2550



No. 8550



No. 2550 AB

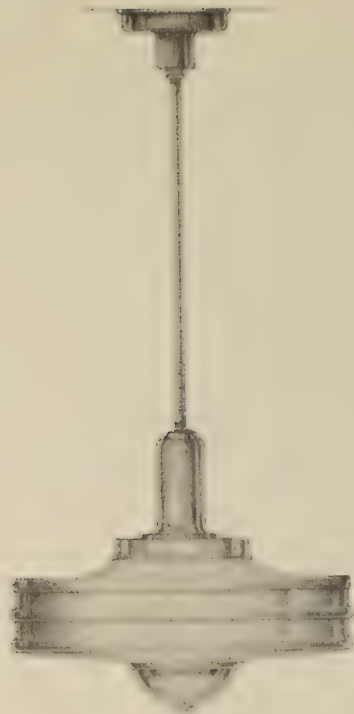
THE AMBASSADOR
300-500 WATT DIRECT LIGHTING FIXTURE
HANGER FINISHED IN SATIN CHROMIUM FINISH
EQUIPPED WITH SELF ALIGNING SWIVEL FITTING & SLIP CANOPY
FITTER IS SINGLE SCREW TYPE FOR EASY RE-LAMPING
OVERALL SUSPENSION OF PENDANT UNIT - 38 INCHES

LIST PRICES FOR COMPLETE FIXTURES

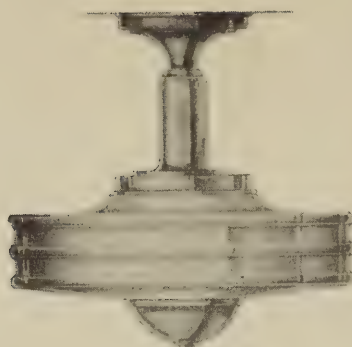
No. 2550	PLAIN ROD HANGER - 16"	SILVAGLO OPAL GLASS BOWL	13.35
No. 2550	" " "	18" " " "	16.70
No. 2550	" " "	16" CELESTIALITE GLASS BOWL	21.95
No. 2550	" " "	18" " " "	29.95
No. 2550	" " "	18" CLEAR TOP, DENSE OPAL BOTTOM & METAL RING	31.30
No. 2550	" " "	18" CLEAR TOP, CELESTIALITE BOTTOM & METAL RING	41.00
No. 2550 A	ROD HANGER WITH DISCS ONLY ADDED - ADDITIONAL		1.85
No. 2550 B	ROD HANGER WITH CONES ONLY ADDED - ADDITIONAL		1.85
No. 2550 AB	ROD HANGER WITH DISCS & CONES ADDED - ADDITIONAL		3.70
No. 8550	CEILING TYPE (DEPTH O. A. 17")	16" SILVAGLO OPAL GLASS BOWL	12.30
No. 8550	CEILING TYPE " "	16" CELESTIALITE GLASS BOWL	20.90
ADDITION FOR DOUBLE FILAMENT LAMP SOCKET			1.05
ADDITION FOR LEVOLIET SWITCH FOR EITHER TYPE SOCKET			2.10
ADDITION FOR EXTRA LENGTH HANGER - PER FOOT			1.10

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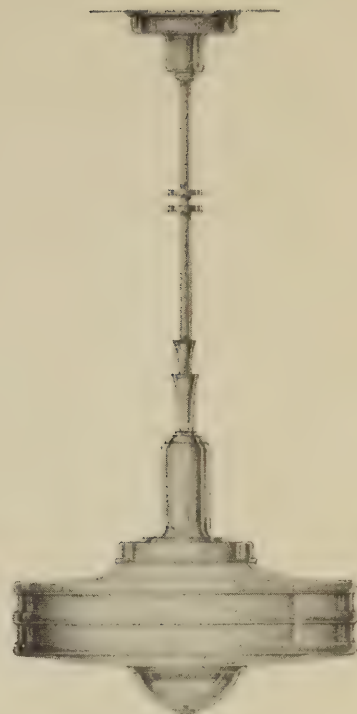
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No 2200



No 8100



No 2200 AB

THE MONARCH
300-500 WATT DIRECT LIGHTING FIXTURE
HANGER FINISHED IN SATIN CHROMIUM
EQUIPPED WITH SELF ALIGNING SWIVEL FITTING & SLIP CANOPY
FITTER IS SINGLE SCREW TYPE FOR EASY RE-LAMPING
BOTTOM REFLECTOR CAP FINISHED IN ANOX ALUMINUM
OVERALL SUSPENSION OF PENDANT UNIT 36 INCHES

LIST PRICES

HANGERS LESS GLASS & REFLECTOR CAP

No 2200	PLAIN ROD HANGER	6.60
No 2200 A	ROD HANGER WITH DISCS ADDED	8.45
No 2200 B	ROD HANGER WITH CONES ADDED	8.45
No 2200 AB	ROD HANGER WITH DISCS & CONES ADDED	10.35
No 8100	CEILING TYPE - HANGER ONLY	5.55

GLASS ONLY

14" DIAM. WHITE OPAL GLASS - ADDITIONAL	4.60
16" DIAM. WHITE OPAL GLASS - ADDITIONAL	6.50
18" DIAM. WHITE OPAL GLASS - ADDITIONAL	11.00

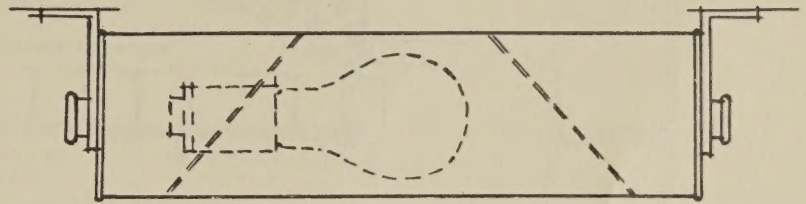
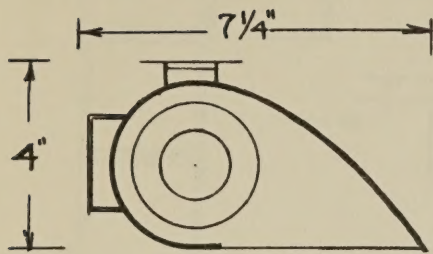
REFLECTOR CAP & ACCESSORIES

CAP FOR EITHER SIZE OF GLASS BOWL-ADD	2.00
FOR THREE LIGHT SOCKET FOR DOUBLE FILAMENT LAMP-ADD	1.05
FOR LEVOLIER SWITCH FOR EITHER TYPE SOCKET-ADD	2.10
FOR EXTRA LENGTH HANGER - PER FOOT-ADD	1.10

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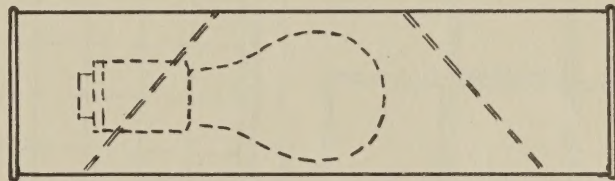
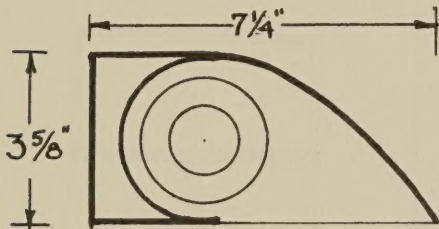
ARCHITECTURAL LIGHTING COMPANY
2765 ST. MARY COURT, CHICAGO. PHONE: ARMITAGE 6600

PARACYL REFLECTOR N° 9012



N° 9012-A1

BRACKETS FOR ADJUSTING PROJECTION ANGLE - FURNISHED FOR LENGTHS TO 49"



N° 9012-B1

FOR SHORT & LONG RUNS - WHEN PROJECTION ANGLE IS PRE-DETERMINED

THE PARACYL REFLECTOR COMBINES SPHERICAL & PARABOLIC REFLECTING SURFACES WITH DIRECT LIGHT FROM THE LAMP TO PROVIDE INTENSE CONTROLLED ILLUMINATION.

REFLECTORS ARE SPECULAR ALUMINUM PROCESSED TO FURNISH PERMANENT SURFACES OF HIGH EFFICIENCY. EXTERIOR SURFACES ALUMINUM FINISH.

N° 9012-A1 & 9012-B1

1 LT. FOR 60 TO 100 W. LAMP REFLECTOR 12 1/4" LONG - LIST-10.50
2 " " " " " " " " 16 1/4" " - LIST-15.75
FOR EACH 2 LIGHTS ADDED - LENGTH IS INCREASED
16 INCHES. LIST-10.00

N° 9012-A2 & 9012-B2

1 LT. FOR 150 TO 200 W. LAMP - REFLECTOR 16" LONG - LIST-13.00
2 LT. FOR 150 TO 200 W. LAMP - REFLECTOR 20" LONG - LIST-19.50

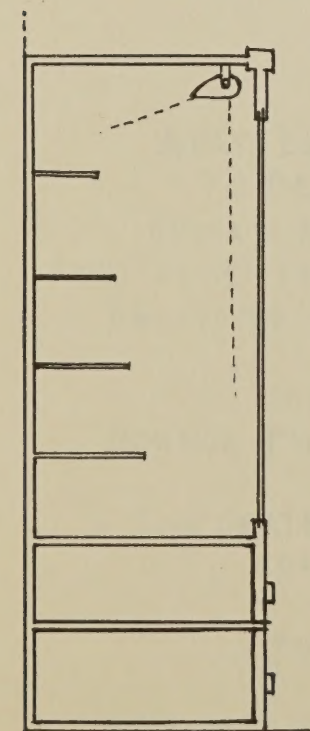
N° 9012-A2 HEIGHT 4 3/8" DEPTH 7 3/4"

N° 9012-B2 " " 4" " " 7 3/4"

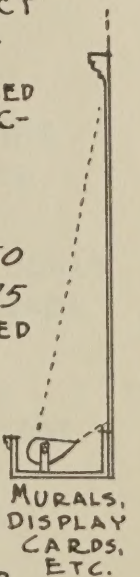
FOR EACH 2 LIGHTS ADDED - LENGTH IS INCREASED
20 INCHES LIST-11.50

SUPPLIED WITH SOCKETS - UNWIRED.

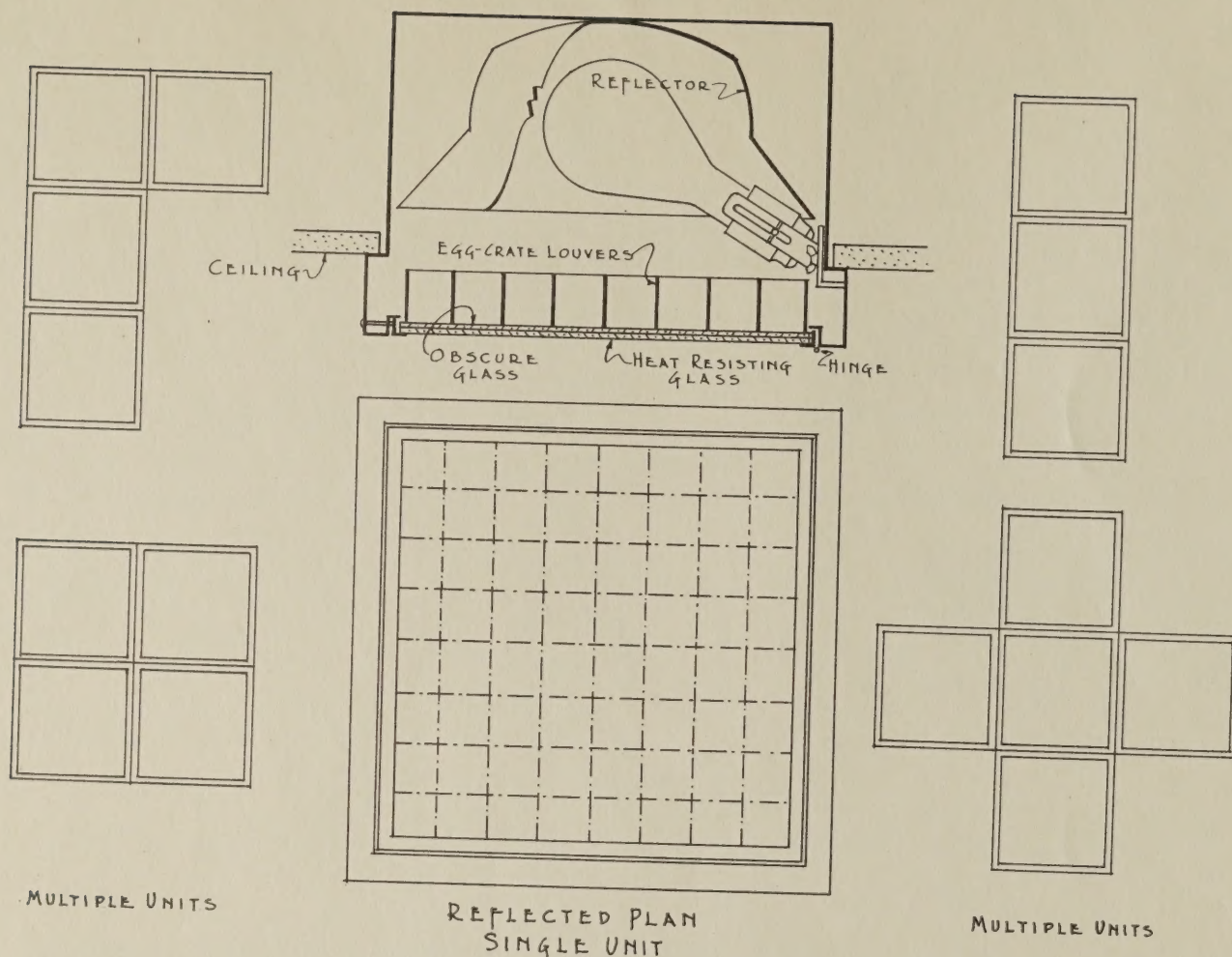
REFLECTOR SPACING CAN BE ADJUSTED IF DESIRED.
PARACYL REFLECTORS ARE AVAILABLE IN A VARIETY
OF TYPES. SUGGESTIONS WILL GLADLY BE OFFERED FOR
SPECIFIC INSTALLATIONS.



DISPLAY CASES
SHALLOW SHOW WINDOWS



MANUFACTURED BY
ARCHITECTURAL LIGHTING COMPANY.
2765 ST. MARY COURT, CHICAGO. PHONE: ARMITAGE 6600



THE PLUS LIGHT
 ADAPTED TO SURFACE MOUNTING OR PARTIAL RECESSING
 TO BE USED WITH 10-30 FOOT CANDLES GENERAL LIGHTING
 SUITABLE FOR OFFICES, STORES AND FACTORIES
 FOR "PLUS" LIGHTING OVER DESKS, TABLES, COUNTERS & BENCHES
 DELIVERS 50-200 FOOT CANDLES DIRECT LIGHT WITHOUT GLARE
 EQUIPPED WITH

CONCENTRATING "ALZAK" REFLECTOR
 DOUBLE FILAMENT SOCKET ADJUSTABLE FOR 50-100, 150-200,
 200-300 LAMPS

EGG CRATE TYPE LOUVERS WITH OBSCURE GLASS OVER
 HEAT RESISTING GLASS IN A HINGED DOOR

FINISHED WITH PRIME COAT ONLY

FURNISHED WITH WIRE AND SOCKET-UNWIRED

LIST PRICES

1 LIGHT UNIT.....	124.00	3 LIGHT UNIT.....	250.00
2 LIGHT UNIT.....	186.50	4 LIGHT UNIT.....	315.00

SINGLE UNIT 18" SQUARE O.A. DEPTH 12" RECESS 9"

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ENGINEERING • DESIGNING • MANUFACTURING

SPECIAL LIGHTING EQUIPMENT
MODERN AND PERIOD DESIGNS

ARCHITECTURAL LIGHTING COMPANY
CHICAGO, ILLINOIS

